ABSTRACT

Disclosed are an electrochemical display and a drive method therefor by which it is possible to restrain deterioration of display density with time variation and to realize excellent display characteristics.

In impressing a voltage on pixel electrodes in pixels so as to display an image through deposition and dissolution of a metal, the time of impressing a write voltage on the pixel electrodes is controlled so as to perform gradation display. In this instance, the current density of the current passed through the pixels by the write voltage is set to be not more than 50 mA/cm^2, the time of impressing the write voltage is divided into a plurality of sub-fields, and whether the voltage is to be impressed or not is selected in each of the sub-fields, whereby the time of impressing the write voltage is controlled.